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# Electronic Business

eBusiness



Distributed Data Processing  
Martina Rockova



# Content

- What is e-business?
- Models, activities
- Classifications
- Customers & Suppliers
- Advantages
- Disadvantages
- Keys to success e-business
- Summary
- Sources

# What is e-business?

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- Important part of all activities of the companies which use a variety of networks, such as the Internet
- The growth, integration, and sophistication of information and communication technologies (ICT)
- support all activities of business thanks to facilities, hardware, software, services and human capital



# Definition

- **The conduct of business on the internet**

[http://www.canadabusiness.ca/servlet/ContentServer?cid=1085667968818&lang=en&pagename=CBS\\_C\\_ON%2Fdisplay&c=GuideFactSheet](http://www.canadabusiness.ca/servlet/ContentServer?cid=1085667968818&lang=en&pagename=CBS_C_ON%2Fdisplay&c=GuideFactSheet)

- Refers to not only **buying** and **selling** but also **servicing customers** and **collaborating with business partners**

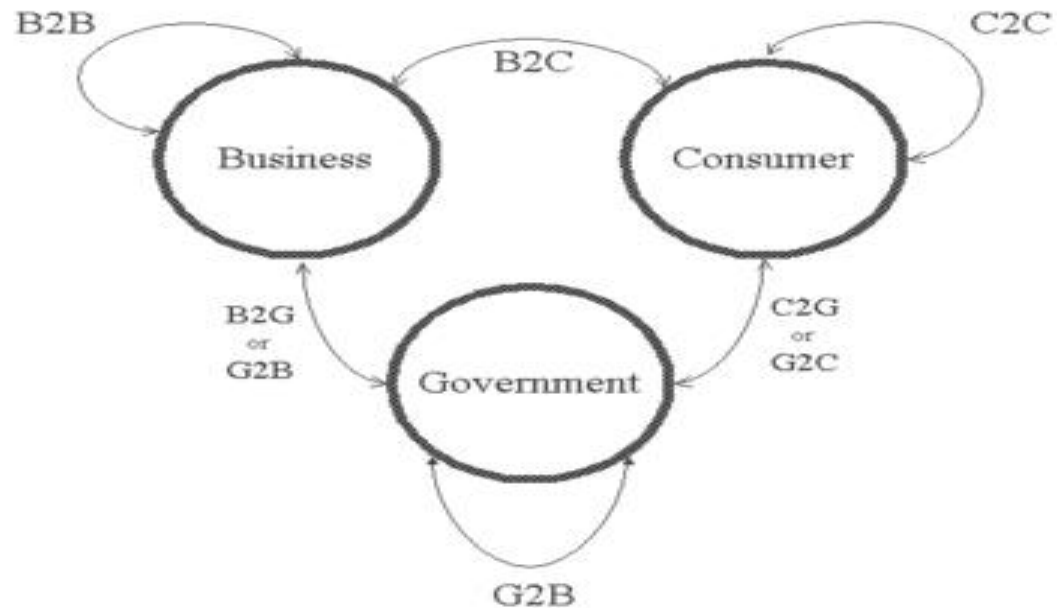
<http://www.apache-mysql-php.com/?artclno=23>

- Electronic trade that improve relationships between suppliers, sellers and business partners



# Classification

Dividing the world into **providers/producers** and **consumers/clients** one can classify e-businesses into the following categories by using groups:







# Models

- Decision of the organizations which e-business models best suit their goals and how the organizations creates wealth
- Describes how the enterprise
  - Produces
  - Delivers
  - Sells product/service

# Models

- E-shops
- E-commerce
- E-procurement
- E-malls
- E-auctions
- Virtual Communities
- Collaboration Platforms
- Third-party Marketplaces
- Value-chain Service Providers
- Information Brokerage
- telecommunication





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# E-shops

- Process where **customers can purchase products and services over the Internet**
- online shop, eshop, e-store, internet shop, webshop, webstore, online store or virtual store







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# E-commerce

- Consist of buying and selling products and services over electronic system such as Internet, Intranet, Extranet, LAN, PAN, etc.



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# E-procurement

- Buying and selling supplies and services through the internet as well as the other information and networking systems

# E-malls

- Collection of e-shops

**EMalls of  
AMerica**





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# E-auction

- process of buying and selling goods or services by offering them for a purchase and then **selling the item to the winning bidder** (to the user who will pay the highest price)



Allegro.pl





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# Virtual Communities

- Provides online meeting place
- Users can communicate and exchange useful information







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# Collaborating platforms

- Software that provides collaborating between enterprises





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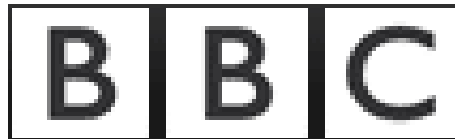
# Third-party marketplace

- Allows sellers to offer their products and services directly to consumers or to individual businesses



# Value-chain Service Providers

- Creates revenue by providing digital content such as
  - News
  - Photos
  - Video
  - Music





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# Information Brokerage

- a person or business that researches information for clients
- 1977, Kelly Warnken was the first self-published Directory of Fee-Based Information Services



# Telecommunication

- Signals over a distance for the purpose of the communication
  - any computer on the Internet can send a message to any other computer using its IP address





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# Activities

- e- collaboration
- e- commerce
- e- education
- e- information
- e- communication
- e- marketing

